

IN THE CLAIMS:

Kindly amend claims 1-8 and add new claims 9-20 as shown in the following listing of claims, which replaces all previous versions and listings of claims in this application.

1. (currently amended) A portable electronic apparatus comprising:

display means for displaying a plurality of display segments;

manipulation means for selecting any ~~segment of a plurality of segments~~ one of the display segments displayed by the display means; and

display brightness control means for controlling the display means ~~such so that a display brightness of a the~~ display segment selected by the manipulation means ~~has a display brightness becomes~~ higher than ~~that of another segment that of the other display segments displayed by the display means.~~

2. (currently amended) A portable electronic apparatus according to ~~claim 1, further comprising:~~ claim 1; further comprising time counting means for counting an ~~elapsing time, and~~ elapsed time period; wherein in response to the selection of the display segment by the manipulation means, the display brightness control means ~~in response to~~

~~manipulation of the manipulation means, controls~~ controls the display means to increase a the brightness of the selected display segment to a first predetermined value; ~~and value; and~~ and wherein when the time counting means has counted a predetermined elapsed time period, the display brightness control means controls the display means to decrease the brightness of the selected display segment to a second predetermined value lower than the first predetermined value.

3. (currently amended) A portable electronic apparatus according to ~~claim 1, wherein~~ claim 2; wherein the display brightness control means controls the display means to cause the display segment selected by the manipulation means to blink ~~for display while being displayed; and~~ wherein during the elapsed time period ~~over the elapse of the time counted by the time counting means, the display brightness control means~~ controls the display means to decrease a lit time ratio of the selected display segment.

4. (currently amended) A portable electronic apparatus according to ~~claim 1, further comprising: segment~~ claim 1; further comprising selection control means for selectively supplying one of the display segments as a first display segment having a first predetermined size and another of the display segments as a second display segment having a

second predetermined size smaller than the first predetermined size, and for controlling segment and controls the display means to display the first and second display segments; and segment having the selected size on the display means, and wherein the segment selection control means: controls means controls the display means to display the display segment selected by the manipulation means as the first display segment, and segment; and controls the display means to display as the second display segment one of the display segments other than the display a segment not selected by the manipulation means as the second segment.

5. (currently amended) A portable electronic apparatus according to claim 2; wherein claim 1, wherein the display brightness control means in response to the manipulation of the manipulation means, controls includes means for controlling the display means to display an indicator for indicating a display brightness time of the display segment selected by the manipulation means and for controlling the display means to decrease the display brightness time indicated by the indicator in accordance with a time counted by the time counting means. lit allowable time; and over the elapse of the time counted by the time counting means, controls the display means to decrease the lit allowable time indicated by the indicator.

6. (currently amended) A portable electronic apparatus according to ~~elaim 2~~, wherein claim 2; wherein the display means displays the elapsed time period counted by the time counting means, ~~in the segment; and the display brightness control means in response to the manipulation of the manipulation means, controls the display means to increase the brightness of the segment to a predetermined value; and when the time counting means has counted a predetermined time, controls the display means to decrease the brightness of the segment to a predetermined value.~~

7. (currently amended) A portable electronic apparatus according to ~~elaim 1~~, wherein claim 1; wherein the display means ~~is structured by~~ comprises a self-luminous type self-luminous-type display device.

8. (currently amended) A portable electronic apparatus comprising:

a display for displaying a plurality of display segments;

a manipulation selecting circuit for selecting one of the display segments displayed by the display; to select any segment of a plurality of segments; and

a display brightness controller for controlling the to control a display so that such that a display brightness of

a the display segment selected by the selecting manipulation circuit has a display brightness ~~becomes~~ higher than that of the other display segments displayed by the display. ~~that of~~ ~~another segment.~~

9. (new) A portable electronic apparatus according to claim 8; further comprising a time counter for counting an elapsed time period; wherein in response to the selection of the display segment by the selecting circuit, the display brightness controller controls the display to increase the brightness of the selected display segment to a first predetermined value; and wherein when the time counter has counted a predetermined elapsed time period, the display brightness controller controls the display to decrease the brightness of the selected display segment to a second predetermined value lower than the first predetermined value.

10. (new) A portable electronic apparatus according to claim 9; wherein the display brightness controller controls the display to display an indicator for indicating a display brightness time of the display segment selected by the selection circuit and controls the display to decrease the display brightness time indicated by the indicator in accordance with a time counted by the time counter.

11. (new) A portable electronic apparatus according to claim 9; wherein the display displays the elapsed time period counted by the time counter.

12. (new) A portable electronic apparatus according to claim 9; wherein the display brightness controller controls the display to cause the display segment selected by the selecting circuit to blink while being displayed; and wherein during the elapsed time period counted by the time counter, the display brightness controller controls the display to decrease a lit time ratio of the selected display segment.

13. (new) A portable electronic apparatus according to claim 8; further comprising a selection controller for selectively supplying one of the display segments as a first display segment having a first predetermined size and another of the display segments as a second display segment having a second predetermined size smaller than the first predetermined size, and for controlling the display to display the first and second display segments; and wherein the selection controller controls the display to display the display segment selected by the selection circuit as the first display segment, and controls the display to display as the second display segment one of the display segments other than the display segment selected by the selection circuit.

14. (new) A portable electronic apparatus according to claim 8; wherein the display comprises a self-luminous-type display device.

15. (new) A portable electronic apparatus comprising:

a display for displaying a plurality of display segments;

selecting means for selecting one of the display segments displayed by the display; and

control means for controlling the display so that the display segment selected by the selecting means has a font size larger than that of the other display segments displayed by the display.

16. (new) A portable electronic apparatus according to claim 15; wherein the display comprises a self-luminous-type display device.

17. (new) A portable electronic apparatus according to claim 15; wherein the control means includes means for controlling the display so that the display segment selected by the selecting means has a brightness higher than that of the other display segments displayed by the display.

18. (new) A portable electronic apparatus according to claim 15; wherein the portable electronic apparatus comprises a timepiece; and wherein the display segments comprise time display segments for displaying time.

19. (new) A portable electronic apparatus according to claim 15; further comprising time counting means for counting an elapsed time period; wherein in response to the selection of the display segment by the selecting means, the control means controls the display to increase the font size of the selected display segment to a first predetermined size; and wherein when the time counting means has counted a predetermined elapsed time period, the control means controls the display to decrease the font size of the selected display segment to a second predetermined value lower than the first predetermined value.

20. (new) A portable electronic apparatus according to claim 19; wherein the control means includes means for controlling the display to cause the display segment selected by the selecting circuit to blink while being displayed; and wherein during the elapsed time period counted by the time counter, the control means controls the display to decrease a lit time ratio of the selected display segment.